CONTRACT

WTNH
8 Elm Street
New Haven, CT 06510
(203) 784-8888

Contract / Revision	Alt Order #
195595 /	06837868

Product
LISA WILSON FOLEY

Contract Dates	Estimate #
08/02/12 - 08/14/12	2540

Advertiser	Original Date / Revision
POL/L Wilson Foley 4 Hor	08/16/12 / 08/16/12

Billing Cycle	Billing Calendar	Cash/Trade
EOM/EOC	Broadcast	Cash
Station	**Account Executive**	**Sales Office**
WTNH	Petry Philadelphia	Petry/Philadelph

Special Handling

Demographic
Adults 35+

IDB#	Advertiser Code	Product Code

Agency Ref	Advertiser Ref
IN9370/IN11002/IN141	

And:

Strategic Media Placement
7669 Stagers Loop
Delaware, OH 43015
USA

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
1	WTNH	08/02/12	08/03/12	News 8 @ 6a	6a-7a		:30			NM	2	$700.00
Week:	Start Date 07/30/12	End Date 08/05/12	Weekdays ---TF--	Spots/Week 2	Rate $350.00							
2	WTNH	08/07/12	08/10/12	News 8 @ 6a	6a-7a		:30			NM	4	$1,200.00
Week:	Start Date 08/06/12	End Date 08/12/12	Weekdays -TWTF--	Spots/Week 4	Rate $300.00							
3	WTNH	08/13/12	08/14/12	News 8 @ 6a	6a-7a		:30			NM	2	$700.00
Week:	Start Date 08/13/12	End Date 08/19/12	Weekdays MT-----	Spots/Week 2	Rate $350.00							
4	WTNH	08/02/12	08/03/12	GMA	7a-9a		:30			NM	2	$750.00
Week:	Start Date 07/30/12	End Date 08/05/12	Weekdays ---TF--	Spots/Week 2	Rate $375.00							
5	WTNH	08/07/12	08/10/12	GMA	7a-9a		:30			NM	3	$1,125.00
Week:	Start Date 08/06/12	End Date 08/12/12	Weekdays -TWTF--	Spots/Week 3	Rate $375.00							
6	WTNH	08/13/12	08/14/12	GMA	7a-9a		:30			NM	2	$750.00
Week:	Start Date 08/13/12	End Date 08/19/12	Weekdays MT-----	Spots/Week 2	Rate $375.00							
7	WTNH	08/11/12	08/12/12	SaSu 6a-8a	6a-8a		:30			NM	2	$300.00
Week:	Start Date 08/06/12	End Date 08/12/12	Weekdays -----SS	Spots/Week 2	Rate $150.00							
8	WTNH	08/11/12	08/12/12	GMA SaSu	8a-9a		:30			NM	2	$500.00
Week:	Start Date 08/06/12	End Date 08/12/12	Weekdays -----SS	Spots/Week 2	Rate $250.00							
9	WTNH	08/12/12	08/12/12	Sign-On/Sign-Off	Sign-On/Sign-Off		:30			NM	1	$750.00
Week:	Start Date 08/06/12	End Date 08/12/12	Weekdays ------S	Spots/Week 1	Rate $750.00							
10	WTNH	08/02/12	08/03/12	News 8 5p-6p	5p-6p		:30			NM	2	$1,000.00
Week:	Start Date 07/30/12	End Date 08/05/12	Weekdays ---TF--	Spots/Week 2	Rate $500.00							
11	WTNH	08/07/12	08/10/12	News 8 5p-6p	5p-6p		:30			NM	4	$1,600.00
Week:	Start Date 08/06/12	End Date 08/12/12	Weekdays -TWTF--	Spots/Week 4	Rate $400.00							

(* Line Transactions: N = New, E = Edited, D = Deleted)

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195595 /	06837868

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Advertiser	Original Date / Revision
POL/L Wilson Foley 4 Ho	08/16/12 / 08/16/12

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		Start Date	End Date	Weekdays	Spots/Week	Rate						
Spot	Ch	Date Range		Description	Start/End Time	Weekdays	Length		Rate	Type		
3	WTNH	08/06/12-08/12/12		*News 8 5p-6p*	*5p-6p*	-TuWThF----	*:30*		*~~$400.00~~*	*NM*		
See MG 11.5												
5	WTNH	08/13/12-08/13/12		News 8 5p-6p	5p-6p	M----------	:30		$400.00	NM		
(H)	MG for 11.3 08/10											
D 12	WTNH	08/13/12	08/14/12	News 8 5p-6p	5p-6p		:30			NM	0	$0.00
13	WTNH	08/02/12	08/03/12	News 8 6p-630p	6p-630p		:30			NM	2	$1,400.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		07/30/12	08/05/12	---TF--	2	$700.00						
14	WTNH	08/07/12	08/10/12	News 8 6p-630p	6p-630p		:30			NM	3	$1,500.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		08/06/12	08/12/12	-TWTF--	3	$500.00						
15	WTNH	08/13/12	08/14/12	News 8 6p-630p	6p-630p		:30			NM	2	$1,000.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		08/13/12	08/19/12	MT-----	2	$500.00						
16	WTNH	08/02/12	08/03/12	M-F 7p-730p	7p-730p		:30			NM	1	$900.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		07/30/12	08/05/12	---TF--	1	$900.00						
17	WTNH	08/06/12	08/10/12	M-F 7p-730p	7p-730p		:30			NM	3	$2,700.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		08/06/12	08/12/12	MTWTF--	3	$900.00						
18	WTNH	08/13/12	08/14/12	M-F 7p-730p	7p-730p		:30			NM	2	$1,800.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		08/13/12	08/19/12	MT-----	2	$900.00						
19	WTNH	08/04/12	08/11/12	Late News Sa	11p-1135p		:30			NM	2	$500.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		07/30/12	08/05/12	-----S-	1	$250.00						
Week:		08/06/12	08/12/12	-----S-	1	$250.00						
20	WTNH	08/05/12	08/12/12	Late News Su	11p-1135p		:30			NM	2	$1,400.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		07/30/12	08/05/12	------S	1	$700.00						
Week:		08/06/12	08/12/12	------S	1	$700.00						
21	WTNH	08/02/12	08/03/12	Nightline	1135p-120630a		:30			NM	2	$400.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		07/30/12	08/05/12	---TF--	2	$200.00						
N 22	WTNH	08/06/12	08/10/12	Nightline	1135p-120630a		:30			NM	3	$600.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		08/06/12	08/12/12	MTWTF--	5	$200.00						
Spot	Ch	Date Range		Description	Start/End Time	Weekdays	Length		Rate	Type		
3	WTNH	08/06/12-08/12/12		*Nightline*	*1135p-120630a*	MTuWThF----	*:30*		*~~$200.00~~*	*NM*		
Credited												
5	WTNH	08/06/12-08/12/12		*Nightline*	*1135p-120630a*	MTuWThF----	*:30*		*~~$200.00~~*	*NM*		
Credited												
23	WTNH	08/13/12	08/13/12	Nightline	1135p-120630a		:30			NM	1	$300.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		08/13/12	08/19/12	M------	1	$300.00						
24	WTNH	08/02/12	08/03/12	Late News 8	11p-1135p		:30			NM	2	$1,400.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		07/30/12	08/05/12	---TF--	2	$700.00						
25	WTNH	08/06/12	08/10/12	Late News 8	11p-1135p		:30			NM	5	$3,500.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						

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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		08/06/12	08/12/12	MTWTF--	5	$700.00						
26	WTNH	08/13/12	08/14/12	Late News 8	11p-1135p		:30			NM	2	$1,400.00
Week:		08/13/12	08/19/12	MT-----	2	$700.00						
27	WTNH	08/06/12	08/06/12	News 8 @ 6a	6a-7a		:30			NM	1	$350.00
Week:		08/06/12	08/12/12	M------	1	$350.00						
28	WTNH	08/06/12	08/06/12	GMA	7a-9a		:30			NM	1	$500.00
Week:		08/06/12	08/12/12	M------	1	$500.00						
29	WTNH	08/04/12	08/05/12	SaSu 6a-8a	6a-8a		:30			NM	2	$300.00
Week:		07/30/12	08/05/12	-----SS	2	$150.00						
30	WTNH	08/04/12	08/05/12	GMA SaSu	8a-9a		:30			NM	2	$500.00
Week:		07/30/12	08/05/12	-----SS	2	$250.00						
31	WTNH	08/05/12	08/05/12	Sign-On/Sign-Off	Sign-On/Sign-Off		:30			NM	1	$750.00
Week:		07/30/12	08/05/12	------S	1	$750.00						
32	WTNH	08/06/12	08/06/12	News 8 5p-6p	5p-6p		:30			NM	1	$500.00
Week:		08/06/12	08/12/12	M------	1	$500.00						
33	WTNH	08/06/12	08/06/12	News 8 6p-630p	6p-630p		:30			NM	1	$700.00
Week:		08/06/12	08/12/12	M------	1	$700.00						
									Totals		67	$31,775.00

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 -08/14/12	67	$31,775.00	$27,008.75
Totals	67	$31,775.00	$27,008.75

Signature: _____ **Date:** _____

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Rep Order# 6837868 **Ver#** 11 **Status** Revised **Traffic Order#** 195595 **Printed:** 08/16/2012 3:26 PM
EC'd Yes **Last Received:** 08/16/2012 3:21 PM
Showing Buylines: All Rep Revised Lines

Station WTNH-TV NEW HAVEN, CT.
Advertiser ( ) L. WILSON FOLEY 4HOR
Product LISA WILSON FOLEY
Estimate# 2540
Buyer WHITNEY EVERSOLE
Phone#
Fax#

Agency ( ) STRATEGIC MEDIA PLACEMENT
7669 STAGERS LOOP
DELAWARE, OH 43015
Agency C/P1/P2/E //2540
Flight Dates 08/02/2012 - 08/14/2012
Hiatus Weeks

Rep Firm
Sales Office ( ) PHILADELPHIA
Salesperson ( ) KATE BRADY

Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---

LISA WILSON FOLEY FOR HOUSE OF REPRESENATIVES SC=*

--- REMARKS ---

THIS IS A REVISED ORDER
LN 35 N/A
REVISED TOTAL IS $31775
PLS CONFIRM
THANKS KELLY

CF 8/16

Ln	Dates	Day	Time	Spots/Week	Len	Rate	Program	Total Spots	LT	# of Weeks	Total Cost	Daypart
*3	08/13-08/14	M-TU	6A-7A	2	:30	$350.00		2		1	$700.00	
	Buyline Comment: NEWS RATE CHNG											
	V5 More than 2 codes changed											
*7	08/04-08/05	SA-SU	6A-8A	0	:30	$150.00		0		1	$300.00	
	08/11-08/12			2				2		1		
	Buyline Comment: NEWS RATE CHNG											
	V5 More than 2 codes changed											
*8	08/04-08/05	SA-SU	8A-9A	0	:30	$250.00		0		1	$500.00	
	08/11-08/12			2				2		1		
	Buyline Comment: WKEND GMA RATE CHNG											
	V5 More than 2 codes changed											
*9	08/05-08/05	SU	9A-10A	0	:30	$750.00		0		1	$750.00	
	08/12-08/12			1				1		1		
	Buyline Comment: THIS WEEK RATE CHNG											
	V5 More than 2 codes changed											

Station WTNH-TV NEW HAVEN, CT.
Advertiser ( ) L. WILSON FOLEY 4HOR
Product LISA WILSON FOLEY
Estimate# 2540
Buyer WHITNEY EVERSOLE
Phone#
Fax#

Agency ( ) STRATEGIC MEDIA PLACEMENT
7669 STAGERS LOOP
DELAWARE, OH 43015
Agency C/P1/P2/E //2540
Flight Dates 08/02/2012 - 08/14/2012
Hiatus Weeks

Rep Firm
Sales Office ( ) PHILADELPHIA
Salesperson ( ) KATE BRADY

Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

Ln	Dates	Day	Time	Spots/Week	Len	Rate	Program	Total Spots	LT	# of Weeks	Total Cost	Daypart
*11	08/07-08/10	TU-F	5P-6P	3	:30	$400.00		3		1	$1,200.00	
	Buyline Comment: NEWS 1X N/A, MGKD ON LN 34											
	V9 More than 2 codes changed											
*12	08/13-08/14	M-TU	5P-6P	0	:30	$400.00		0		0	$0.00	
	Buyline Comment: NEWS 2X CXL'D											
	V5 More than 2 codes changed											
*22	08/06-08/10	M-F	1135P-1205A	3	:30	$200.00		3		1	$600.00	
	Buyline Comment: NIGHTLINE 2X N/A, MKGDS ON LN 35											
	V9 More than 2 codes changed											
*23	08/13-08/13	M	1135P-1205A	1	:30	$300.00		1		1	$300.00	
	Buyline Comment: NIGHTLINE RATE CHNG											
	V5 More than 2 codes changed											
*34	08/13-08/13	M	5P-6P	1	:30	$400.00		1		1	$400.00	
	Buyline Comment: NEWS MKGD FOR LN 11											
	V9 Added											
*35	08/13-08/13	M	1135P-1205A	0	:30	$200.00		0		0	$0.00	
	Buyline Comment: MKGD FOR LN 22 2X N/A											
	Sales Remark: V11 2X N/A											
	V9 Added											
	V11 More than 2 codes changed											

---REPORT TOTALS---

Station WTNH-TV NEW HAVEN, CT.
Advertiser ( ) L. WILSON FOLEY 4HOR
Product LISA WILSON FOLEY
Estimate# 2540
Buyer WHITNEY EVERSOLE
Phone#
Fax#

Agency ( ) STRATEGIC MEDIA PLACEMENT
7669 STAGERS LOOP
DELAWARE, OH 43015
Agency C/P1/P2/E //2540
Flight Dates 08/02/2012 - 08/14/2012
Hiatus Weeks

Rep Firm
Sales Office ( ) PHILADELPHIA
Salesperson ( ) KATE BRADY

Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

Report Totals: 15 / $4,750.00

---SALES MONTHLY TOTALS---

Aug 12: 67 / $31,775.00

Sales Totals: 67 / $31,775.00

Station Totals: 67 / $31,775.00

Lines not sent/rcld/rtrn: 0 / $0.00

---COMPETITIVE---

Market Totals	$71,037	CABL	0%	WCCT	0%	WCTX	0%	WFSB	55%	WHCT	0%
		WRDM	0%	WTIC	0%	WTNH	44%	WUVN	0%	WVIT	0%
		XXX	0%								

---COMPETITIVE COMMENTS---

WAITING ON SHARES

Books	null
Demos	RA35+

--- CREDIT RISK ---

CASH IN ADVANCE

Contract Agreement Between:

CONTRACT

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7669 Stagers Loop
Delaware, OH 43015
USA

Billing Cycle	Billing Calendar	Cash/Trade
EOM/EOC	Broadcast	Cash
Station	**Account Executive**	**Sales Office**
WTNH	Petry Philadelphia	Petry/Philadelph

Special Handling

Demographic
Adults 35+

IDB#	Advertiser Code	Product Code

Agency Ref	Advertiser Ref
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Week:	07/30/12	08/05/12	---TF--	2	$350.00							
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	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	08/06/12	08/12/12	-TWTF--	4	$300.00							
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	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	07/30/12	08/05/12	---TF--	2	$500.00							
N 11	WTNH	08/07/12	08/10/12	News 8 5p-6p	5p-6p		:30			NM	4	$1,600.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
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See MG 11.5												
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Ⓜ	MG for 11.3 08/10											
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		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		07/30/12	08/05/12	---TF--	2	$700.00						
14	WTNH	08/07/12	08/10/12	News 8 6p-630p	6p-630p		:30			NM	3	$1,500.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		08/06/12	08/12/12	-TWTF--	3	$500.00						
15	WTNH	08/13/12	08/14/12	News 8 6p-630p	6p-630p		:30			NM	2	$1,000.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		08/13/12	08/19/12	MT-----	2	$500.00						
16	WTNH	08/02/12	08/03/12	M-F 7p-730p	7p-730p		:30			NM	1	$900.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		07/30/12	08/05/12	---TF--	1	$900.00						
17	WTNH	08/06/12	08/10/12	M-F 7p-730p	7p-730p		:30			NM	3	$2,700.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		08/06/12	08/12/12	MTWTF--	3	$900.00						
18	WTNH	08/13/12	08/14/12	M-F 7p-730p	7p-730p		:30			NM	2	$1,800.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		08/13/12	08/19/12	MT-----	2	$900.00						
19	WTNH	08/04/12	08/11/12	Late News Sa	11p-1135p		:30			NM	2	$500.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		07/30/12	08/05/12	-----S-	1	$250.00						
Week:		08/06/12	08/12/12	-----S-	1	$250.00						
20	WTNH	08/05/12	08/12/12	Late News Su	11p-1135p		:30			NM	2	$1,400.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		07/30/12	08/05/12	------S	1	$700.00						
Week:		08/06/12	08/12/12	------S	1	$700.00						
21	WTNH	08/02/12	08/03/12	Nightline	1135p-120630a		:30			NM	2	$400.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		07/30/12	08/05/12	---TF--	2	$200.00						
22	WTNH	08/06/12	08/10/12	Nightline	1135p-120630a		:30			NM	5	$1,000.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		08/06/12	08/12/12	MTWTF--	5	$200.00						
23	WTNH	08/13/12	08/13/12	Nightline	1135p-120630a		:30			NM	1	$300.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		08/13/12	08/19/12	M------	1	$300.00						
24	WTNH	08/02/12	08/03/12	Late News 8	11p-1135p		:30			NM	2	$1,400.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		07/30/12	08/05/12	---TF--	2	$700.00						
25	WTNH	08/06/12	08/10/12	Late News 8	11p-1135p		:30			NM	5	$3,500.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		08/06/12	08/12/12	MTWTF--	5	$700.00						
26	WTNH	08/13/12	08/14/12	Late News 8	11p-1135p		:30			NM	2	$1,400.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		08/13/12	08/19/12	MT-----	2	$700.00						
27	WTNH	08/06/12	08/06/12	News 8 @ 6a	6a-7a		:30			NM	1	$350.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

WTNH
8 Elm Street
New Haven, CT 06510
(203) 784-8888

Contract / Revision	Alt Order #
195595 /	06837868

Contract Dates	Product	Estimate #
08/02/12 - 08/14/12	LISA WILSON FOLEY	2540

Advertiser	Original Date / Revision
POL/L Wilson Foley 4 Ho	08/13/12 / 08/13/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		08/06/12	08/12/12	M------	1	$350.00						
28	WTNH	08/06/12	08/06/12	GMA	7a-9a		:30			NM	1	$500.00
Week:		08/06/12	08/12/12	M------	1	$500.00						
29	WTNH	08/04/12	08/05/12	SaSu 6a-8a	6a-8a		:30			NM	2	$300.00
Week:		07/30/12	08/05/12	-----SS	2	$150.00						
30	WTNH	08/04/12	08/05/12	GMA SaSu	8a-9a		:30			NM	2	$500.00
Week:		07/30/12	08/05/12	-----SS	2	$250.00						
31	WTNH	08/05/12	08/05/12	Sign-On/Sign-Off	Sign-On/Sign-Off		:30			NM	1	$750.00
Week:		07/30/12	08/05/12	------S	1	$750.00						
32	WTNH	08/06/12	08/06/12	News 8 5p-6p	5p-6p		:30			NM	1	$500.00
Week:		08/06/12	08/12/12	M------	1	$500.00						
33	WTNH	08/06/12	08/06/12	News 8 6p-630p	6p-630p		:30			NM	1	$700.00
Week:		08/06/12	08/12/12	M------	1	$700.00						
									Totals		69	$32,175.00

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 -08/14/12	69	$32,175.00	$27,348.75
Totals	69	$32,175.00	$27,348.75

Signature: _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Rep Order# 6837868 **Ver#** 10 **Status** Returned **Traffic Order#** 195595 **Printed:** 08/13/2012 12:51 PM
EC'd Yes **Last Received:** 08/13/2012 12:28 PM
Showing Buylines: Last Sta Revised Lines

Station WTNH-TV NEW HAVEN, CT.
Advertiser ( ) L. WILSON FOLEY 4HOR
Product LISA WILSON FOLEY
Estimate# 2540
Buyer WHITNEY EVERSOLE
Phone#
Fax#

Agency ( ) STRATEGIC MEDIA PLACEMENT
7669 STAGERS LOOP
DELAWARE, OH 43015
Agency C/P1/P2/E //2540
Flight Dates 08/02/2012 - 08/14/2012
Hiatus Weeks

Rep Firm
Sales Office ( ) PHILADELPHIA
Salesperson ( ) KATE BRADY

Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---

LISA WILSON FOLEY FOR HOUSE OF REPRESENATIVES SC=*

--- REMARKS ---

SEE LN 35 FOR NA'S
THX, KELLY

Ln	Dates	Day	Time	Spots/Week	Len	Rate	Program	Total Spots	LT	# of Weeks	Total Cost	Daypart
*35	08/13-08/13	M	1135P-1205A	2	:30	$200.00		2		1	$400.00	

Buyline Comment: MKGD FOR LN 22
Station Remark: V10 LN NOT BOOKED TP IS NA
V9 Added

---REPORT TOTALS---

Report Totals: 2 / $400.00

---SALES MONTHLY TOTALS---

Aug 12: 69 / $32,175.00
Sales Totals: 69 / $32,175.00
Station Totals: 69 / $32,175.00
Lines not sent/rcld/rtrn: 0 / $0.00

---COMPETITIVE---

Market Totals	$71,932	CABL	0%	WCCT	0%	WCTX	0%	WFSB	55%	WHCT	0%		
		WRDM	0%	WTIC	0%	WTNH	44%	WUVN	0%	WVIT	0%		
		XXX	0%										

---COMPETITIVE COMMENTS---

WAITING ON SHARES

Rep Order# 6837868 **Ver#** 9 **Status** Revised **Traffic Order#** 195595 **Printed:** 08/13/2012 12:35 PM
EC'd Yes **Last Received:** 08/13/2012 12:28 PM
Showing Buylines: All Rep Revised Lines

Station WTNH-TV NEW HAVEN, CT.
Advertiser ( ) L. WILSON FOLEY 4HOR
Product LISA WILSON FOLEY
Estimate# 2540
Buyer WHITNEY EVERSOLE
Phone#
Fax#

Agency ( ) STRATEGIC MEDIA PLACEMENT
7669 STAGERS LOOP
DELAWARE, OH 43015
Agency C/P1/P2/E //2540
Flight Dates 08/02/2012 - 08/14/2012
Hiatus Weeks

Rep Firm
Sales Office ( ) PHILADELPHIA
Salesperson ( ) KATE BRADY

Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---

LISA WILSON FOLEY FOR HOUSE OF REPRESENATIVES SC=*

--- REMARKS ---

THIS IS A REVISED ORDER
LNS 11 & 22 N/A, MKGDS ON LNS 34-35
TOTAL REMAINS $32175
PLS CONFIRM
THANKS KELLY

Ln	Dates	Day	Time	Spots/Week	Len	Rate	Program	Total Spots	LT	# of Weeks	Total Cost	Daypart
*3	08/13-08/14	M-TU	6A-7A	2	:30	$350.00		2		1	$700.00	
	Buyline Comment: NEWS RATE CHNG											
	V5 More than 2 codes changed											
*7	08/04-08/05	SA-SU	6A-8A	0	:30	$150.00		0		1	$300.00	
	08/11-08/12			2				2		1		
	Buyline Comment: NEWS RATE CHNG											
	V5 More than 2 codes changed											
*8	08/04-08/05	SA-SU	8A-9A	0	:30	$250.00		0		1	$500.00	
	08/11-08/12			2				2		1		
	Buyline Comment: WKEND GMA RATE CHNG											
	V5 More than 2 codes changed											
*9	08/05-08/05	SU	9A-10A	0	:30	$750.00		0		1	$750.00	
	08/12-08/12			1				1		1		
	Buyline Comment: THIS WEEK RATE CHNG											
	V5 More than 2 codes changed											

Station WTNH-TV NEW HAVEN, CT.
Advertiser ( ) L. WILSON FOLEY 4HOR
Product LISA WILSON FOLEY
Estimate# 2540
Buyer WHITNEY EVERSOLE
Phone#
Fax#

Agency ( ) STRATEGIC MEDIA PLACEMENT
7669 STAGERS LOOP
DELAWARE, OH 43015
Agency C/P1/P2/E //2540
Flight Dates 08/02/2012 - 08/14/2012
Hiatus Weeks

Rep Firm
Sales Office ( ) PHILADELPHIA
Salesperson ( ) KATE BRADY

Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

Ln	Dates	Day	Time	Spots/Week	Len	Rate	Program	Total Spots	LT	# of Weeks	Total Cost	Daypart
*11	08/07-08/10	TU-F	5P-6P	3	:30	$400.00		3		1	$1,200.00	

Buyline Comment: NEWS
1X N/A, MGKD ON LN 34

Sales Remark: V9 1X N/A, MKGD ON LN 34

V9 More than 2 codes changed

*12	08/13-08/14	M-TU	5P-6P	0	:30	$400.00		0		0	$0.00	

Buyline Comment: NEWS
2X CXL'D

V5 More than 2 codes changed

*22	08/06-08/10	M-F	1135P-1205A	3	:30	$200.00		3		1	$600.00	

Buyline Comment: NIGHTLINE
2X N/A, MKGDS ON LN 35

Sales Remark: V9 2X N/A, MGKDS ON LN 35

V9 More than 2 codes changed

*23	08/13-08/13	M	1135P-1205A	1	:30	$300.00		1		1	$300.00	

Buyline Comment: NIGHTLINE
RATE CHNG

V5 More than 2 codes changed

*34	08/13-08/13	M	5P-6P	1	:30	$400.00		1		1	$400.00	

Buyline Comment: NEWS
MKGD FOR LN 11

4

Sales Remark: V9 MKGD FOR LN 11

V9 Added

*35	08/13-08/13	M	1135P-1205A	2	:30	$200.00		2		1	$400.00	

Buyline Comment: MKGD FOR LN 22

Sales Remark: V9 MKGD FOR LN 22

V9 Added

Station WTNH-TV NEW HAVEN, CT.
Advertiser ( ) L. WILSON FOLEY 4HOR
Product LISA WILSON FOLEY
Estimate# 2540
Buyer WHITNEY EVERSOLE
Phone#
Fax#

Agency ( ) STRATEGIC MEDIA PLACEMENT
7669 STAGERS LOOP
DELAWARE, OH 43015
Agency C/P1/P2/E //2540
Flight Dates 08/02/2012 - 08/14/2012
Hiatus Weeks

Rep Firm
Sales Office ( ) PHILADELPHIA
Salesperson ( ) KATE BRADY

Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

---REPORT TOTALS---

Report Totals: 17 / $5,150.00

---SALES MONTHLY TOTALS---

Aug 12: 69 / $32,175.00

Sales Totals: 69 / $32,175.00

Station Totals: 69 / $32,175.00

Lines not sent/rcld/rtrn: 0 / $0.00

---COMPETITIVE---

Market Totals	$71,932	CABL	0%	WCCT	0%	WCTX	0%	WFSB	55%	WHCT	0%	WRDM	0%	WTIC	0%
WTNH	44%	WUVN	0%	WVIT	0%	XXX	0%								

---COMPETITIVE COMMENTS---

WAITING ON SHARES

Books null
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE

Contract Agreement Between:

CONTRACT

WTNH
8 Elm Street
New Haven, CT 06510
(203) 784-8888

Contract / Revision	Alt Order #
195595 /	06837868

Product		
LISA WILSON FOLEY		
Contract Dates	Estimate #	
08/02/12 - 08/14/12	2540	
Advertiser		Original Date / Revision
POL/L Wilson Foley 4 Hor		08/08/12 / 08/08/12

And:

Strategic Media Placement
7669 Stagers Loop
Delaware, OH 43015
USA

Billing Cycle	Billing Calendar	Cash/Trade
EOM/EOC	Broadcast	Cash
Station	Account Executive	Sales Office
WTNH	Petry Philadelphia	Petry/Philadelph
Special Handling		
Demographic		
Adults 35+		
IDB#	Advertiser Code	Product Code
Agency Ref		Advertiser Ref
IN9370/IN11002/IN141		

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
1	WTNH	08/02/12	08/03/12	News 8 @ 6a	6a-7a		:30			NM	2	$700.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	07/30/12	08/05/12	---TF--	2	$350.00							
2	WTNH	08/07/12	08/10/12	News 8 @ 6a	6a-7a		:30			NM	4	$1,200.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	08/06/12	08/12/12	-TWTF--	4	$300.00							
N 3	WTNH	08/13/12	08/14/12	News 8 @ 6a	6a-7a		:30			NM	2	$700.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	08/13/12	08/19/12	MT-----	2	$350.00							
4	WTNH	08/02/12	08/03/12	GMA	7a-9a		:30			NM	2	$750.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	07/30/12	08/05/12	---TF--	2	$375.00							
5	WTNH	08/07/12	08/10/12	GMA	7a-9a		:30			NM	3	$1,125.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	08/06/12	08/12/12	-TWTF--	3	$375.00							
6	WTNH	08/13/12	08/14/12	GMA	7a-9a		:30			NM	2	$750.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	08/13/12	08/19/12	MT-----	2	$375.00							
N 7	WTNH	08/11/12	08/12/12	SaSu 6a-8a	6a-8a		:30			NM	2	$300.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	08/06/12	08/12/12	-----SS	2	$150.00							
N 8	WTNH	08/11/12	08/12/12	GMA SaSu	8a-9a		:30			NM	2	$500.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	08/06/12	08/12/12	-----SS	2	$250.00							
N 9	WTNH	08/12/12	08/12/12	Sign-On/Sign-Off	Sign-On/Sign-Off		:30			NM	1	$750.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	08/06/12	08/12/12	------S	1	$750.00							
10	WTNH	08/02/12	08/03/12	News 8 5p-6p	5p-6p		:30			NM	2	$1,000.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	07/30/12	08/05/12	---TF--	2	$500.00							
11	WTNH	08/07/12	08/10/12	News 8 5p-6p	5p-6p		:30			NM	4	$1,600.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	08/06/12	08/12/12	-TWTF--	4	$400.00							
12	WTNH	08/13/12	08/14/12	News 8 5p-6p	5p-6p		:30			NM	2	$800.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

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WTNH
8 Elm Street
New Haven, CT 06510
(203) 784-8888

Contract / Revision	Alt Order #
195595 /	06837868

Contract Dates	Product	Estimate #
08/02/12 - 08/14/12	LISA WILSON FOLEY	2540

Advertiser	Original Date / Revision
POL/L Wilson Foley 4 Ho	08/08/12 / 08/08/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		08/13/12	08/19/12	MT-----	2	$400.00						
13	WTNH	08/02/12	08/03/12	News 8 6p-630p	6p-630p		:30			NM	2	$1,400.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		07/30/12	08/05/12	---TF--	2	$700.00						
14	WTNH	08/07/12	08/10/12	News 8 6p-630p	6p-630p		:30			NM	3	$1,500.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		08/06/12	08/12/12	-TWTF--	3	$500.00						
15	WTNH	08/13/12	08/14/12	News 8 6p-630p	6p-630p		:30			NM	2	$1,000.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		08/13/12	08/19/12	MT-----	2	$500.00						
16	WTNH	08/02/12	08/03/12	M-F 7p-730p	7p-730p		:30			NM	1	$900.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		07/30/12	08/05/12	---TF--	1	$900.00						
17	WTNH	08/06/12	08/10/12	M-F 7p-730p	7p-730p		:30			NM	3	$2,700.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		08/06/12	08/12/12	MTWTF--	3	$900.00						
18	WTNH	08/13/12	08/14/12	M-F 7p-730p	7p-730p		:30			NM	2	$1,800.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		08/13/12	08/19/12	MT-----	2	$900.00						
19	WTNH	08/04/12	08/11/12	Late News Sa	11p-1135p		:30			NM	2	$500.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		07/30/12	08/05/12	-----S-	1	$250.00						
Week:		08/06/12	08/12/12	-----S-	1	$250.00						
20	WTNH	08/05/12	08/12/12	Late News Su	11p-1135p		:30			NM	2	$1,400.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		07/30/12	08/05/12	------S	1	$700.00						
Week:		08/06/12	08/12/12	------S	1	$700.00						
21	WTNH	08/02/12	08/03/12	Nightline	1135p-120630a		:30			NM	2	$400.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		07/30/12	08/05/12	---TF--	2	$200.00						
22	WTNH	08/06/12	08/10/12	Nightline	1135p-120630a		:30			NM	5	$1,000.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		08/06/12	08/12/12	MTWTF--	5	$200.00						
N 23	WTNH	08/13/12	08/13/12	Nightline	1135p-120630a		:30			NM	1	$300.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		08/13/12	08/19/12	M------	1	$300.00						
24	WTNH	08/02/12	08/03/12	Late News 8	11p-1135p		:30			NM	2	$1,400.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		07/30/12	08/05/12	---TF--	2	$700.00						
25	WTNH	08/06/12	08/10/12	Late News 8	11p-1135p		:30			NM	5	$3,500.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		08/06/12	08/12/12	MTWTF--	5	$700.00						
26	WTNH	08/13/12	08/14/12	Late News 8	11p-1135p		:30			NM	2	$1,400.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		08/13/12	08/19/12	MT-----	2	$700.00						
27	WTNH	08/06/12	08/06/12	News 8 @ 6a	6a-7a		:30			NM	1	$350.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		08/06/12	08/12/12	M------	1	$350.00						
28	WTNH	08/06/12	08/06/12	GMA	7a-9a		:30			NM	1	$500.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		08/06/12	08/12/12	M------	1	$500.00						

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

WTNH
8 Elm Street
New Haven, CT 06510
(203) 784-8888

Contract / Revision	Alt Order #
195595 /	06837868

Contract Dates	Product	Estimate #
08/02/12 - 08/14/12	LISA WILSON FOLEY	2540

Advertiser	Original Date / Revision
POL/L Wilson Foley 4 Ho	08/08/12 / 08/08/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		Start Date	End Date	Weekdays	Spots/Week	Rate						
29	WTNH	08/04/12	08/05/12	SaSu 6a-8a	6a-8a		:30			NM	2	$300.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		07/30/12	08/05/12	-----SS	2	$150.00						
30	WTNH	08/04/12	08/05/12	GMA SaSu	8a-9a		:30			NM	2	$500.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		07/30/12	08/05/12	-----SS	2	$250.00						
31	WTNH	08/05/12	08/05/12	Sign-On/Sign-Off	Sign-On/Sign-Off		:30			NM	1	$750.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		07/30/12	08/05/12	------S	1	$750.00						
32	WTNH	08/06/12	08/06/12	News 8 5p-6p	5p-6p		:30			NM	1	$500.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		08/06/12	08/12/12	M------	1	$500.00						
33	WTNH	08/06/12	08/06/12	News 8 6p-630p	6p-630p		:30			NM	1	$700.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		08/06/12	08/12/12	M------	1	$700.00						
									Totals		71	$32,975.00

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 -08/14/12	71	$32,975.00	$28,028.75
Totals	71	$32,975.00	$28,028.75

Signature: _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Rep Order# 6837868 **Ver#** 8 **Status** Returned **Traffic Order#** 195595 **Printed:** 08/13/2012 11:14 AM
EC'd Yes **Last Received:** 08/08/2012 2:23 PM
Showing Buylines: Last Sta Revised Lines

Station WTNH-TV NEW HAVEN, CT.
Advertiser ( ) L. WILSON FOLEY 4HOR
Product LISA WILSON FOLEY
Estimate# 2540
Buyer WHITNEY EVERSOLE
Phone#
Fax#

Agency ( ) STRATEGIC MEDIA PLACEMENT
7669 STAGERS LOOP
DELAWARE, OH 43015
Agency C/P1/P2/E //2540
Flight Dates 08/02/2012 - 08/14/2012
Hiatus Weeks

Rep Firm
Sales Office ( ) PHILADELPHIA
Salesperson ( ) KATE BRADY

Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---

LISA WILSON FOLEY FOR HOUSE OF REPRESENATIVES SC=*

--- REMARKS ---

SEE LN 11 FOR NA AND MKGD OFFER FOR TODAY 8/13
PLS ADDRESS ASAP
THX, KELLY

Ln	Dates	Day	Time	Spots/Week	Len	Rate	Program	Total Spots	LT	# of Weeks	Total Cost	Daypart
*11	08/07-08/10	TU-F	5P-6P	4	:30	$400.00		4		1	$1,600.00	
	Buyline Comment: NEWS 1X 8/6 REBOUGHT ON SEP LN											
	Station Remark: V8 1X NA 8/10 DUE S-PCL REPORT OFFERING STP TODAY 8/13											
*22	08/06-08/10	M-F	1135P-1205A	5	:30	$200.00		5		1	$1,000.00	
	Buyline Comment: NIGHTLINE											
	Station Remark: V8 1x na 8/9 & 8/10 due sotp											

---REPORT TOTALS---

Report Totals: 9 / $2,600.00

---SALES MONTHLY TOTALS---

Aug 12: 69 / $32,175.00
Sales Totals: 69 / $32,175.00
Station Totals: 69 / $32,175.00
Lines not sent/rcld/rtrn: 0 / $0.00

---COMPETITIVE---

Market Totals	$71,932	CABL	0%	WCCT	0%	WCTX	0%	WFSB	55%	WHCT	0%
		WRDM	0%	WTIC	0%	WTNH	44%	WUVN	0%	WVIT	0%

Rep Order# 6837868 **Ver#** 6 **Status** Returned **Traffic Order#** 195595 **Printed:** 08/08/2012 3:13 PM
EC'd Yes **Last Received:** 08/08/2012 2:23 PM
Showing Buylines: Last Sta Revised Lines

Station WTNH-TV NEW HAVEN, CT.
Advertiser ( ) L. WILSON FOLEY 4HOR
Product LISA WILSON FOLEY
Estimate# 2540
Buyer WHITNEY EVERSOLE
Phone#
Fax#

Agency ( ) STRATEGIC MEDIA PLACEMENT
7669 STAGERS LOOP
DELAWARE, OH 43015
Agency C/P1/P2/E //2540
Flight Dates 08/02/2012 - 08/14/2012
Hiatus Weeks

Rep Firm
Sales Office ( ) PHILADELPHIA
Salesperson ( ) KATE BRADY

Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---

LISA WILSON FOLEY FOR HOUSE OF REPRESENATIVES SC=*

--- REMARKS ---

SEE LN 22 FOR NA'S. SPOTS CAN GO BACK IN STP BUT RATE NEEDS
TO BE BUMPED TO $300 TO CLEAR. AND HAS TO BE HERE BY 4P IF
THEY WANT TO AIR TOM. NO PRESSURE!
THX, KELLY

Ln	Dates	Day	Time	Spots/Week	Len	Rate	Program	Total Spots	LT	# of Weeks	Total Cost	Daypart
*22	08/06-08/10	M-F	1135P-1205A	5	:30	$200.00		5		1	$1,000.00	

Buyline Comment: NIGHTLINE
Station Remark: V6 1x na 8/9 & 8/10 due sotp

---REPORT TOTALS---

Report Totals: 5 / $1,000.00

---SALES MONTHLY TOTALS---

Aug 12: 69 / $32,175.00
Sales Totals: 69 / $32,175.00
Station Totals: 69 / $32,175.00
Lines not sent/rcld/rtrn: 0 / $0.00

---COMPETITIVE---

Market Totals	$71,932	CABL	0%	WCCT	0%	WCTX	0%	WFSB	55%	WHCT	0%		
		WRDM	0%	WTIC	0%	WTNH	44%	WUVN	0%	WVIT	0%		
		XXX	0%										

---COMPETITIVE COMMENTS---

WAITING ON SHARES

Rep Order# 6837868 **Ver#** 5 **Status** Revised **Traffic Order#** 195595 **Printed:** 08/08/2012 2:59 PM
EC'd Yes **Last Received:** 08/08/2012 2:23 PM
Showing Buylines: All Rep Revised Lines

Station WTNH-TV NEW HAVEN, CT.
Advertiser ( ) L. WILSON FOLEY 4HOR
Product LISA WILSON FOLEY
Estimate# 2540
Buyer WHITNEY EVERSOLE
Phone#
Fax#

Agency ( ) STRATEGIC MEDIA PLACEMENT
7669 STAGERS LOOP
DELAWARE, OH 43015
Agency C/P1/P2/E //2540
Flight Dates 08/02/2012 - 08/14/2012
Hiatus Weeks

Rep Firm
Sales Office ( ) PHILADELPHIA
Salesperson ( ) KATE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---

LISA WILSON FOLEY FOR HOUSE OF REPRESENATIVES SC=*

--- REMARKS ---

THIS IS A REVISED ORDER
SEE RATE CHNGS ON LNS 3,7-9 & 23. LN 12 CXL'D
TOTAL REMAINS $32175
PLS CONFIRM
THANKS KELLTY

Ln	Dates	Day	Time	Spots/Week	Len	Rate	Program	Total Spots	LT	# of Weeks	Total Cost	Daypart
*3	08/13-08/14	M-TU	6A-7A	2	:30	$350.00		2		1	$700.00	
	Buyline Comment: NEWS RATE CHNG											
	Sales Remark: V5 RATE CHNG											
	V5 More than 2 codes changed											
*7	08/04-08/05	SA-SU	6A-8A	0	:30	$150.00		0		1	$300.00	
	08/11-08/12			2				2		1		
	Buyline Comment: NEWS RATE CHNG											
	Sales Remark: V5 RATE CHNG											
	V5 More than 2 codes changed											
*8	08/04-08/05	SA-SU	8A-9A	0	:30	$250.00		0		1	$500.00	
	08/11-08/12			2				2		1		
	Buyline Comment: WKEND GMA RATE CHNG											
	Sales Remark: V5 RATE CHNG											
	V5 More than 2 codes changed											

Station WTNH-TV NEW HAVEN, CT.
Advertiser ( ) L. WILSON FOLEY 4HOR
Product LISA WILSON FOLEY
Estimate# 2540
Buyer WHITNEY EVERSOLE
Phone#
Fax#

Agency ( ) STRATEGIC MEDIA PLACEMENT
7669 STAGERS LOOP
DELAWARE, OH 43015
Agency C/P1/P2/E //2540
Flight Dates 08/02/2012 - 08/14/2012
Hiatus Weeks

Rep Firm
Sales Office ( ) PHILADELPHIA
Salesperson ( ) KATE BRADY

Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

Ln	Dates	Day	Time	Spots/Week	Len	Rate	Program	Total Spots	LT	# of Weeks	Total Cost	Daypart
*9	08/05-08/05	SU	9A-10A	0	:30	$750.00		0		1	$750.00	
	08/12-08/12			1				1		1		
	Buyline Comment: THIS WEEK RATE CHNG											
	Sales Remark: V5 RATE CHNG											
	V5 More than 2 codes changed											
*12	08/13-08/14	M-TU	5P-6P	0	:30	$400.00		0		0	$0.00	
	Buyline Comment: NEWS 2X CXL'D											
	Sales Remark: V5 2X CXL'D											
	V5 More than 2 codes changed											
*23	08/13-08/13	M	1135P-1205A	1	:30	$300.00		1		1	$300.00	
	Buyline Comment: NIGHTLINE RATE CHNG											
	Sales Remark: V5 RATE CHNG											
	V5 More than 2 codes changed											

---REPORT TOTALS---

Report Totals: 8 / $2,550.00

---SALES MONTHLY TOTALS---

Aug 12: 69 / $32,175.00

Sales Totals: 69 / $32,175.00

Station Totals: 69 / $32,175.00

Lines not sent/rcld/rtrn: 0 / $0.00

---COMPETITIVE---

Market Totals	$71,932	CABL	0%	WCCT	0%	WCTX	0%	WFSB	55%	WHCT	0%		
		WRDM	0%	WTIC	0%	WTNH	44%	WUVN	0%	WVIT	0%		
		XXX	0%										

Rep Order# 6837868 **Ver#** 4 **Status** Returned **Traffic Order#** 195595 **Printed:** 08/08/2012 11:36 AM
EC'd Yes **Last Received:** 08/01/2012 2:22 PM
Showing Buylines: Last Sta Revised Lines

Station WTNH-TV NEW HAVEN, CT.
Advertiser ( ) L. WILSON FOLEY 4HOR
Product LISA WILSON FOLEY
Estimate# 2540
Buyer WHITNEY EVERSOLE
Phone#
Fax#

Agency ( ) STRATEGIC MEDIA PLACEMENT
7669 STAGERS LOOP
DELAWARE, OH 43015
Agency C/P1/P2/E //2540
Flight Dates 08/02/2012 - 08/14/2012
Hiatus Weeks

Rep Firm
Sales Office ( ) PHILADELPHIA
Salesperson ( ) KATE BRADY

Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---

LISA WILSON FOLEY FOR HOUSE OF REPRESENATIVES SC=*

--- REMARKS ---

SEE LNS 3,7-9,23 FOR RATE REV PER ROGER. CHANGES BEEN MADE
OUR END. PLS ADDRESS ASAP
THX, KELLY

Ln	Dates	Day	Time	Spots/Week	Len	Rate	Program	Total Spots	LT	# of Weeks	Total Cost	Daypart
*3	08/13-08/14	M-TU	6A-7A	2	:30	$300.00		2		1	$600.00	
	Buyline Comment: NEWS											
	Station Remark: V4 REV RATE TO 350											
*7	08/04-08/05	SA-SU	6A-8A	0	:30	$100.00		0		1	$200.00	
	08/11-08/12			2				2		1		
	Buyline Comment: NEWS 2X 8/4-8/5 REBOUGHT ON SEP LN											
	Station Remark: V4 RATE NEEDS TO BE REV TO $150.											
*8	08/04-08/05	SA-SU	8A-9A	0	:30	$200.00		0		1	$400.00	
	08/11-08/12			2				2		1		
	Buyline Comment: WKEND GMA 2X 8/4-8/5 REBOUGHT ON SEP LN											
	Station Remark: V4 RATE NEEDS TO BE REV TO $250											
*9	08/05-08/05	SU	9A-10A	0	:30	$350.00		0		1	$350.00	
	08/12-08/12			1				1		1		
	Buyline Comment: THIS WEEK 1X 8/5 REBOUGHT ON SEP LN											
	Station Remark: V4 RATE NEEDS TO BE REV TO $750											
*23	08/13-08/13	M	1135P-1205A	1	:30	$200.00		1		1	$200.00	
	Buyline Comment: NIGHTLINE											
	Station Remark: V4 RATE NEEDS TO BE REV TO 300											

Rep Order# 6837868 **Ver#** 4 **Status** Returned **Traffic Order#** 195595 **Printed:** 08/08/2012 11:36 AM
EC'd Yes **Last Received:** 08/01/2012 2:22 PM
Showing Buylines: Last Sta Revised Lines

Station WTNH-TV NEW HAVEN, CT.
Advertiser ( ) L. WILSON FOLEY 4HOR
Product LISA WILSON FOLEY
Estimate# 2540
Buyer WHITNEY EVERSOLE
Phone#
Fax#

Agency ( ) STRATEGIC MEDIA PLACEMENT
7669 STAGERS LOOP
DELAWARE, OH 43015
Agency C/P1/P2/E //2540
Flight Dates 08/02/2012 - 08/14/2012
Hiatus Weeks

Rep Firm
Sales Office ( ) PHILADELPHIA
Salesperson ( ) KATE BRADY

Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

Ln	Dates	Day	Time	Spots/Week	Len	Rate	Program	Total Spots	LT	# of Weeks	Total Cost	Daypart

---REPORT TOTALS---

Report Totals: 8 / $1,750.00

---SALES MONTHLY TOTALS---

Aug 12: 71 / $32,175.00

Sales Totals: 71 / $32,175.00

Station Totals: 71 / $32,175.00

Lines not sent/rcld/rtrn: 0 / $0.00

---COMPETITIVE---

Market Totals	$71,932	CABL	0%	WCCT	0%	WCTX	0%	WFSB	55%	WHCT	0%		
		WRDM	0%	WTIC	0%	WTNH	44%	WUVN	0%	WVIT	0%		
		XXX	0%										

---COMPETITIVE COMMENTS---

WAITING ON SHARES

Books null
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE

Contract Agreement Between:

CONTRACT

WTNH
8 Elm Street
New Haven, CT 06510
(203) 784-8888

X

Contract / Revision	Alt Order #
195595 /	06837868

Product
LISA WILSON FOLEY

Contract Dates	Estimate #
08/02/12 - 08/14/12	2540

Advertiser	Original Date / Revision
POL/L Wilson Foley 4 Hor	08/01/12 / 08/01/12

Billing Cycle	Billing Calendar	Cash/Trade
EOM/EOC	Broadcast	Cash
Station	**Account Executive**	**Sales Office**
WTNH	Petry Philadelphia	Petry/Philadelph

Special Handling

Demographic
Adults 35+

IDB#	Advertiser Code	Product Code

Agency Ref	Advertiser Ref
IN9370/IN11002/IN141	

And:

Strategic Media Placement
7669 Stagers Loop
Delaware, OH 43015
USA

L3 L23
L7
L8
L9

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	WTNH	08/02/12	08/03/12	News 8 @ 6a	6a-7a		:30			NM	2	$700.00
Week:		Start Date 07/30/12	End Date 08/05/12	Weekdays ---TF--	Spots/Week 2	Rate $350.00						
N 2	WTNH	08/07/12	08/10/12	News 8 @ 6a	6a-7a		:30			NM	4	$1,200.00
Week:		Start Date 08/06/12	End Date 08/12/12	Weekdays -TWTF--	Spots/Week 4	Rate $300.00						
N 3	WTNH	08/13/12	08/14/12	News 8 @ 6a	6a-7a		:30			NM	2	$600.00
Week:		Start Date 08/13/12	End Date 08/19/12	Weekdays MT-----	Spots/Week 2	Rate $300.00						
N 4	WTNH	08/02/12	08/03/12	GMA	7a-9a		:30			NM	2	$750.00
Week:		Start Date 07/30/12	End Date 08/05/12	Weekdays ---TF--	Spots/Week 2	Rate $375.00						
N 5	WTNH	08/07/12	08/10/12	GMA	7a-9a		:30			NM	3	$1,125.00
Week:		Start Date 08/06/12	End Date 08/12/12	Weekdays -TWTF--	Spots/Week 3	Rate $375.00						
N 6	WTNH	08/13/12	08/14/12	GMA	7a-9a		:30			NM	2	$750.00
Week:		Start Date 08/13/12	End Date 08/19/12	Weekdays MT-----	Spots/Week 2	Rate $375.00						
N 7	WTNH	08/11/12	08/12/12	SaSu 6a-8a	6a-8a		:30			NM	2	$200.00
Week:		Start Date 08/06/12	End Date 08/12/12	Weekdays -----SS	Spots/Week 2	Rate $100.00						
N 8	WTNH	08/11/12	08/12/12	GMA SaSu	8a-9a		:30			NM	2	$400.00
Week:		Start Date 08/06/12	End Date 08/12/12	Weekdays -----SS	Spots/Week 2	Rate $200.00						
N 9	WTNH	08/12/12	08/12/12	Sign-On/Sign-Off	Sign-On/Sign-Off		:30			NM	1	$350.00
Week:		Start Date 08/06/12	End Date 08/12/12	Weekdays ------S	Spots/Week 1	Rate $350.00						
N 10	WTNH	08/02/12	08/03/12	News 8 5p-6p	5p-6p		:30			NM	2	$1,000.00
Week:		Start Date 07/30/12	End Date 08/05/12	Weekdays ---TF--	Spots/Week 2	Rate $500.00						
N 11	WTNH	08/07/12	08/10/12	News 8 5p-6p	5p-6p		:30			NM	4	$1,600.00
Week:		Start Date 08/06/12	End Date 08/12/12	Weekdays -TWTF--	Spots/Week 4	Rate $400.00						
N 12	WTNH	08/13/12	08/14/12	News 8 5p-6p	5p-6p		:30			NM	2	$800.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

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WTNH
8 Elm Street
New Haven, CT 06510
(203) 784-8888

Contract / Revision	Alt Order #
195595 /	06837868

Contract Dates	Product	Estimate #
08/02/12 - 08/14/12	LISA WILSON FOLEY	2540

Advertiser	Original Date / Revision
POL/L Wilson Foley 4 Ho	08/01/12 / 08/01/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		08/13/12	08/19/12	MT-----	2	$400.00						
N	13	WTNH 08/02/12	08/03/12	News 8 6p-630p	6p-630p		:30			NM	2	$1,400.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		07/30/12	08/05/12	---TF--	2	$700.00						
N	14	WTNH 08/07/12	08/10/12	News 8 6p-630p	6p-630p		:30			NM	3	$1,500.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		08/06/12	08/12/12	-TWTF--	3	$500.00						
N	15	WTNH 08/13/12	08/14/12	News 8 6p-630p	6p-630p		:30			NM	2	$1,000.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		08/13/12	08/19/12	MT-----	2	$500.00						
N	16	WTNH 08/02/12	08/03/12	M-F 7p-730p	7p-730p		:30			NM	1	$900.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		07/30/12	08/05/12	---TF--	1	$900.00						
N	17	WTNH 08/06/12	08/10/12	M-F 7p-730p	7p-730p		:30			NM	3	$2,700.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		08/06/12	08/12/12	MTWTF--	3	$900.00						
N	18	WTNH 08/13/12	08/14/12	M-F 7p-730p	7p-730p		:30			NM	2	$1,800.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		08/13/12	08/19/12	MT-----	2	$900.00						
N	19	WTNH 08/04/12	08/11/12	Late News Sa	11p-1135p		:30			NM	2	$500.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		07/30/12	08/05/12	-----S-	1	$250.00						
Week:		08/06/12	08/12/12	-----S-	1	$250.00						
N	20	WTNH 08/05/12	08/12/12	Late News Su	11p-1135p		:30			NM	2	$1,400.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		07/30/12	08/05/12	------S	1	$700.00						
Week:		08/06/12	08/12/12	------S	1	$700.00						
N	21	WTNH 08/02/12	08/03/12	Nightline	1135p-120630a		:30			NM	2	$400.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		07/30/12	08/05/12	---TF--	2	$200.00						
N	22	WTNH 08/06/12	08/10/12	Nightline	1135p-120630a		:30			NM	5	$1,000.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		08/06/12	08/12/12	MTWTF--	5	$200.00						
N	23	WTNH 08/13/12	08/13/12	Nightline	1135p-120630a		:30			NM	1	$200.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		08/13/12	08/19/12	M------	1	$200.00						
N	24	WTNH 08/02/12	08/03/12	Late News 8	11p-1135p		:30			NM	2	$1,400.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		07/30/12	08/05/12	---TF--	2	$700.00						
N	25	WTNH 08/06/12	08/10/12	Late News 8	11p-1135p		:30			NM	5	$3,500.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		08/06/12	08/12/12	MTWTF--	5	$700.00						
N	26	WTNH 08/13/12	08/14/12	Late News 8	11p-1135p		:30			NM	2	$1,400.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		08/13/12	08/19/12	MT-----	2	$700.00						
N	27	WTNH 08/06/12	08/06/12	News 8 @ 6a	6a-7a		:30			NM	1	$350.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		08/06/12	08/12/12	M------	1	$350.00						
N	28	WTNH 08/06/12	08/06/12	GMA	7a-9a		:30			NM	1	$500.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		08/06/12	08/12/12	M------	1	$500.00						

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

WTNH
8 Elm Street
New Haven, CT 06510
(203) 784-8888

Contract / Revision	Alt Order #
195595 /	06837868

Contract Dates	Product	Estimate #
08/02/12 - 08/14/12	LISA WILSON FOLEY	2540

Advertiser	Original Date / Revision
POL/L Wilson Foley 4 Ho	08/01/12 / 08/01/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		Start Date	End Date	Weekdays	Spots/Week	Rate						
N 29	WTNH	08/04/12	08/05/12	SaSu 6a-8a	6a-8a		:30			NM	2	$300.00
Week:		07/30/12	08/05/12	-----SS	2	$150.00						
N 30	WTNH	08/04/12	08/05/12	GMA SaSu	8a-9a		:30			NM	2	$500.00
Week:		07/30/12	08/05/12	-----SS	2	$250.00						
N 31	WTNH	08/05/12	08/05/12	Sign-On/Sign-Off	Sign-On/Sign-Off		:30			NM	1	$750.00
Week:		07/30/12	08/05/12	------S	1	$750.00						
N 32	WTNH	08/06/12	08/06/12	News 8 5p-6p	5p-6p		:30			NM	1	$500.00
Week:		08/06/12	08/12/12	M------	1	$500.00						
N 33	WTNH	08/06/12	08/06/12	News 8 6p-630p	6p-630p		:30			NM	1	$700.00
Week:		08/06/12	08/12/12	M------	1	$700.00						
										Totals	71	$32,175.00

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 -08/14/12	71	$32,175.00	$27,348.75
Totals	71	$32,175.00	$27,348.75

Signature: _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Rep Order# 6837868 **Ver#** 3 **Status** Revised
EC'd Yes

Traffic Order# 195595

Printed: 08/01/2012 2:26 PM
Last Received: 08/01/2012 2:22 PM
Showing Buylines: All Rep Revised Lines

Station WTNH-TV NEW HAVEN, CT.
Advertiser ( ) L. WILSON FOLEY 4HOR
Product LISA WILSON FOLEY
Estimate# 2540
Buyer WHITNEY EVERSOLE
Phone#
Fax#

Agency ( ) STRATEGIC MEDIA PLACEMENT
7669 STAGERS LOOP
DELAWARE, OH 43015
Agency C/P1/P2/E //2540
Flight Dates 08/02/2012 - 08/14/2012
Hiatus Weeks

Rep Firm
Sales Office ( ) PHILADELPHIA
Salesperson ( ) KATE BRADY

Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

OK 8/1

--- CONTRACT COMMENT ---

LISA WILSON FOLEY FOR HOUSE OF REPRESENATIVES SC=*

Ln	Dates	Day	Time	Spots/Week	Len	Rate	Program	Total Spots	LT	# of Weeks	Total Cost	Daypart
*1	08/02-08/03	TH-F	6A-7A	2 3	:30	$350.00		2		1	$700.00	
	Buyline Comment: NEWS RATE CHNG											
	Sales Remark: V3 RATE CHNG											
	V3 More than 2 codes changed											
*2	08/07-08/10	TU-F	6A-7A	4 4	:30	$300.00		4		1	$1,200.00	
	Buyline Comment: NEWS 1X 8/6 REBOUGHT ON SEP LN											
	Sales Remark: V3 1X 8/6 REBOUGHT ON SEP LN											
	V3 More than 2 codes changed											
*5	08/07-08/10	TU-F	7A-9A	3 3	:30	$375.00		3		1	$1,125.00	
	Buyline Comment: GMA 1X CXL'D, 1X 8/6 REBOUGHT ON SEP LN											
	Sales Remark: V3 1X CXL'D, 1X 8/6 REBOUGHT ON SEP LN											
	V3 More than 2 codes changed											
*7	08/04-08/05	SA-SU	6A-8A	0 4	:30	$100.00		0		1	$200.00	
	08/11-08/12			2				2		1		
	Buyline Comment: NEWS 2X 8/4-8/5 REBOUGHT ON SEP LN											
	Sales Remark: V3 2X 8/4-8/5 REBOUGHT ON SEP LN											
	V3 More than 2 codes changed											
*8	08/04-08/05	SA-SU	8A-9A	0 4	:30	$200.00		0		1	$400.00	
	08/11-08/12			2				2		1		
	Buyline Comment: WKEND GMA 2X 8/4-8/5 REBOUGHT ON SEP LN											
	Sales Remark: V3 2X 8/4-8/5 REBOUGHT ON SEP LN											
	V3 More than 2 codes changed											

Station WTNH-TV NEW HAVEN, CT.
Advertiser ( ) L. WILSON FOLEY 4HOR
Product LISA WILSON FOLEY
Estimate# 2540
Buyer WHITNEY EVERSOLE
Phone#
Fax#

Agency ( ) STRATEGIC MEDIA PLACEMENT
7669 STAGERS LOOP
DELAWARE, OH 43015
Agency C/P1/P2/E //2540
Flight Dates 08/02/2012 - 08/14/2012
Hiatus Weeks

Rep Firm
Sales Office ( ) PHILADELPHIA
Salesperson ( ) KATE BRADY

Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

Ln	Dates	Day	Time	Spots/Week	Len	Rate	Program	Total Spots	LT	# of Weeks	Total Cost	Daypart
*9	08/05-08/05	SU	9A-10A	0	:30	$350.00		0		1	$350.00	
	08/12-08/12			1				1		1		

3

Buyline Comment: THIS WEEK
1X 8/5 REBOUGHT ON SEP LN

Sales Remark: V3 1X 8/5 REBOUGHT ON SEP LN

V3 More than 2 codes changed

*10	08/02-08/03	TH-F	5P-6P	2	:30	$500.00		2		1	$1,000.00	

3

Buyline Comment: NEWS
RATE CHNGD

Sales Remark: V3 RATE CHNGD

V3 More than 2 codes changed

*11	08/07-08/10	TU-F	5P-6P	4	:30	$400.00		4		1	$1,600.00	

4

Buyline Comment: NEWS
1X 8/6 REBOUGHT ON SEP LN

Sales Remark: V3 1X 8/6 REBOUGHT ON SEP LN

V3 More than 2 codes changed

*13	08/02-08/03	TH-F	6P-630P	2	:30	$700.00		2		1	$1,400.00	

3

Buyline Comment: NEWS
RATE CHNG

Sales Remark: V3 RATE CHNG

V3 More than 2 codes changed

*14	08/07-08/10	TU-F	6P-630P	3	:30	$500.00		3		1	$1,500.00	

4

Buyline Comment: NEWS
1X CXL'D,1X 8/6 REBOUGHT ON SEP LN

Sales Remark: V3 1X CXL'D,1X 8/6 REBOUGHT ON SEP LN

V3 More than 2 codes changed

*17	08/06-08/10	M-F	7P-730P	3	:30	$900.00		3		1	$2,700.00	

3

Buyline Comment: JEOPARDY
1X CXL'D

Sales Remark: V3 1X CXL'DF

V3 More than 2 codes changed

Station WTNH-TV NEW HAVEN, CT.
Advertiser ( ) L. WILSON FOLEY 4HOR
Product LISA WILSON FOLEY
Estimate# 2540
Buyer WHITNEY EVERSOLE
Phone#
Fax#

Agency ( ) STRATEGIC MEDIA PLACEMENT
7669 STAGERS LOOP
DELAWARE, OH 43015
Agency C/P1/P2/E //2540
Flight Dates 08/02/2012 - 08/14/2012
Hiatus Weeks

Rep Firm
Sales Office ( ) PHILADELPHIA
Salesperson ( ) KATE BRADY

Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

Ln	Dates	Day	Time	Spots/Week	Len	Rate	Program	Total Spots	LT	# of Weeks	Total Cost	Daypart
*27	08/06-08/06	M	6A-7A	1 3	:30	$350.00		1		1	$350.00	
	Buyline Comment: NEWS 1X REBOUGHT FROM LN 2											
	Sales Remark: V3 1X REBOUGHT FROM LN 2											
	V3 Added											
*28	08/06-08/06	M	7A-9A	1 2	:30	$500.00		1		1	$500.00	
	Buyline Comment: GMA REBOUGHT FROM LN 5											
	Sales Remark: V3 REBOUGHT FROM LN 5											
	V3 Added											
*29	08/04-08/05	SA-SU	6A-8A	2 3	:30	$150.00		2		1	$300.00	
	Buyline Comment: NEWS REBOUGHT FROM LN 7											
	Sales Remark: V3 REBOUGHT FROM LN 7											
	V3 Added											
*30	08/04-08/05	SA-SU	8A-9A	2 3	:30	$250.00		2		1	$500.00	
	Buyline Comment: WKEND GMA REBOUGHT FROM LN 8											
	Sales Remark: V3 REBOUGHT FROM LN 8											
	V3 Added											
*31	08/05-08/05	SU	9A-10A	1 1	:30	$750.00		1		1	$750.00	
	Buyline Comment: THIS WEEK REBOUGHT FROM LN 9											
	Sales Remark: V3 REBOUGHT FROM LN 9											
	V3 Added											
*32	08/06-08/06	M	5P-6P	1 3	:30	$500.00		1		1	$500.00	
	Buyline Comment: NEWS REBOUGHT FROM LN 11											
	Sales Remark: V3 REBOUGHT FROM LN 11											
	V3 Added											

Rep Order# 6837868 **Ver#** 3 **Status** Revised **Traffic Order#**
EC'd Yes

Printed: 08/01/2012 2:26 PM
Last Received: 08/01/2012 2:22 PM
Showing Buylines: All Rep Revised Lines

Station WTNH-TV NEW HAVEN, CT.
Advertiser ( ) L. WILSON FOLEY 4HOR
Product LISA WILSON FOLEY
Estimate# 2540
Buyer WHITNEY EVERSOLE
Phone#
Fax#

Agency ( ) STRATEGIC MEDIA PLACEMENT
7669 STAGERS LOOP
DELAWARE, OH 43015
Agency C/P1/P2/E //2540
Flight Dates 08/02/2012 - 08/14/2012
Hiatus Weeks

Rep Firm
Sales Office ( ) PHILADELPHIA
Salesperson ( ) KATE BRADY

Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

Ln	Dates	Day	Time	Spots/Week	Len	Rate	Program	Total Spots	LT	# of Weeks	Total Cost	Daypart
*33	08/06-08/06	M	6P-630P	1 3	:30	$700.00		1		1	$700.00	

Buyline Comment: NEWS
REBOUGHT FROM LN 14

Sales Remark: V3 REBOUGHT FROM LN 14

V3 Added

---REPORT TOTALS---

Report Totals: 37 / $15,775.00

---SALES MONTHLY TOTALS---

Aug 12: 71 / $32,175.00

Sales Totals: 71 / $32,175.00

Station Totals: 71 / $32,175.00

Lines not sent/rcld/rtrn: 0 / $0.00

---COMPETITIVE---

Market Totals	$71,932	CABL	0%	WCCT	0%	WCTX	0%	WFSB	55%	WHCT	0%		
		WRDM	0%	WTIC	0%	WTNH	44%	WUVN	0%	WVIT	0%		
		XXX	0%										

---COMPETITIVE COMMENTS---

WAITING ON SHARES

Books null
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE

Rep Order# 6837868 **Ver#** 1 **Status** New **Traffic Order#**
EC'd No

Printed: 07/31/2012 4:14 PM
Last Received: 07/31/2012 3:36 PM
Showing Buylines: All Lines

Station WTNH-TV NEW HAVEN, CT.
Advertiser ( ) L. WILSON FOLEY 4HOR
Product LISA WILSON FOLEY
Estimate# 2540
Buyer WHITNEY EVERSOLE
Phone#
Fax#

Agency ( ) STRATEGIC MEDIA PLACEMENT
7669 STAGERS LOOP
DELAWARE, OH 43015
Agency C/P1/P2/E //2540
Flight Dates 08/02/2012 - 08/14/2012
Hiatus Weeks

Rep Firm
Sales Office ( ) PHILADELPHIA
Salesperson ( ) KATE BRADY

Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---

LISA WILSON FOLEY FOR HOUSE OF REPRESENATIVES SC=*

--- REMARKS ---

THIS IS A NEW ORDER
CLIENT: LISA WILSON FOLEY
OUR TOTAL IS $32175
PLS CONFIRM
THANKS KELLY

Ln	Dates	Day	Time	Spots/Week	Len	Rate	Program	Total Spots	LT	# of Weeks	Total Cost	Daypart
1	08/02-08/03	TH-F	6A-7A	2	:30	$300.00		2		1	$600.00	
	Buyline Comment: NEWS											
2	08/06-08/10	M-F	6A-7A	5	:30	$300.00		5		1	$1,500.00	
	Buyline Comment: NEWS											
3	08/13-08/14	M-TU	6A-7A	2	:30	$300.00		2		1	$600.00	
	Buyline Comment: NEWS											
4	08/02-08/03	TH-F	7A-9A	2	:30	$375.00		2		1	$750.00	
	Buyline Comment: GMA											
5	08/06-08/10	M-F	7A-9A	5	:30	$375.00		5		1	$1,875.00	
	Buyline Comment: GMA											
6	08/13-08/14	M-TU	7A-9A	2	:30	$375.00		2		1	$750.00	
	Buyline Comment: GMA											
7	08/04-08/12	SA-SU	6A-8A	2	:30	$100.00		4		2	$400.00	
	Buyline Comment: NEWS											

Rep Order# 6837868 **Ver#** 1 **Status** New **Traffic Order#**
EC'd No

Printed: 07/31/2012 4:14 PM
Last Received: 07/31/2012 3:36 PM
Showing Buylines: All Lines

Station WTNH-TV NEW HAVEN, CT.
Advertiser ( ) L. WILSON FOLEY 4HOR
Product LISA WILSON FOLEY
Estimate# 2540
Buyer WHITNEY EVERSOLE
Phone#
Fax#

Agency ( ) STRATEGIC MEDIA PLACEMENT
7669 STAGERS LOOP
DELAWARE, OH 43015
Agency C/P1/P2/E //2540
Flight Dates 08/02/2012 - 08/14/2012
Hiatus Weeks

Rep Firm
Sales Office ( ) PHILADELPHIA
Salesperson ( ) KATE BRADY

Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

Ln	Dates	Day	Time	Spots/Week	Len	Rate	Program	Total Spots	LT	# of Weeks	Total Cost	Daypart
8	08/04-08/12	SA-SU	8A-9A	2	:30	$200.00		4		2	$800.00	
	Buyline Comment: WKEND GMA											
9	08/05-08/12	SU	9A-10A	1	:30	$350.00		2		2	$700.00	
	Buyline Comment: THIS WEEK											
10	08/02-08/03	TH-F	5P-6P	2	:30	$400.00		2		1	$800.00	
	Buyline Comment: NEWS											
11	08/06-08/10	M-F	5P-6P	5	:30	$400.00		5		1	$2,000.00	
	Buyline Comment: NEWS											
12	08/13-08/14	M-TU	5P-6P	2 4	:30	$400.00		2		1	$800.00	
	Buyline Comment: NEWS											
13	08/02-08/03	TH-F	6P-630P	2	:30	$500.00		2		1	$1,000.00	
	Buyline Comment: NEWS											
14	08/06-08/10	M-F	6P-630P	5	:30	$500.00		5		1	$2,500.00	
	Buyline Comment: NEWS											
15	08/13-08/14	M-TU	6P-630P	2 4	:30	$500.00		2		1	$1,000.00	
	Buyline Comment: NEWS											
16	08/02-08/03	TH-F	7P-730P	1 3	:30	$900.00		1		1	$900.00	
	Buyline Comment: JEOPARDY											
17	08/06-08/10	M-F	7P-730P	4	:30	$900.00		4		1	$3,600.00	
	Buyline Comment: JEOPARDY											
18	08/13-08/14	M-TU	7P-730P	2 3	:30	$900.00		2		1	$1,800.00	
	Buyline Comment: JEOPARDY											

Station WTNH-TV NEW HAVEN, CT.
Advertiser ( ) L. WILSON FOLEY 4HOR
Product LISA WILSON FOLEY
Estimate# 2540
Buyer WHITNEY EVERSOLE
Phone#
Fax#

Agency ( ) STRATEGIC MEDIA PLACEMENT
7669 STAGERS LOOP
DELAWARE, OH 43015
Agency C/P1/P2/E //2540
Flight Dates 08/02/2012 - 08/14/2012
Hiatus Weeks

Rep Firm
Sales Office ( ) PHILADELPHIA
Salesperson ( ) KATE BRADY

Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

Ln	Dates	Day	Time	Spots/Week	Len	Rate	Program	Total Spots	LT	# of Weeks	Total Cost	Daypart
19	08/04-08/11	SA	11P-1130P	1 4	:30	$250.00		2		2	$500.00	
	Buyline Comment: LATE NEWS											
20	08/05-08/12	SU	11P-1130P	1 3	:30	$700.00		2		2	$1,400.00	
	Buyline Comment: LATE NEWS											
21	08/02-08/03	TH-F	1135P-1205A	2 4	:30	$200.00		2		1	$400.00	
	Buyline Comment: NIGHTLINE											
22	08/06-08/10	M-F	1135P-1205A	5 4	:30	$200.00		5		1	$1,000.00	
	Buyline Comment: NIGHTLINE											
23	08/13-08/13	M	1135P-1205A	1 4	:30	$200.00		1		1	$200.00	
	Buyline Comment: NIGHTLINE											
24	08/02-08/03	TH-F	11P-1135P	2 3	:30	$700.00		2		1	$1,400.00	
	Buyline Comment: LATE NEWS											
25	08/06-08/10	M-F	11P-1135P	5 3	:30	$700.00		5		1	$3,500.00	
	Buyline Comment: LATE NEWS											
26	08/13-08/14	M-TU	11P-1135P	2 3	:30	$700.00		2		1	$1,400.00	
	Buyline Comment: LATE NEWS											

---REPORT TOTALS---

Report Totals: 74 / $32,175.00

---SALES MONTHLY TOTALS---

Aug 12: 74 / $32,175.00

Station WTNH-TV NEW HAVEN, CT.
Advertiser ( ) L. WILSON FOLEY 4HOR
Product LISA WILSON FOLEY
Estimate# 2540
Buyer WHITNEY EVERSOLE
Phone#
Fax#

Agency ( ) STRATEGIC MEDIA PLACEMENT
7669 STAGERS LOOP
DELAWARE, OH 43015
Agency C/P1/P2/E //2540
Flight Dates 08/02/2012 - 08/14/2012
Hiatus Weeks

Rep Firm
Sales Office ( ) PHILADELPHIA
Salesperson ( ) KATE BRADY

Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

Sales Totals: 74 / $32,175.00
Station Totals: 74 / $32,175.00
Lines not sent/rcld/rtrn: 0 / $0.00

---COMPETITIVE---

Market Totals	$71,932	CABL	0%	WCCT	0%	WCTX	0%	WFSB	55%	WHCT	0%		
		WRDM	0%	WTIC	0%	WTNH	44%	WUVN	0%	WVIT	0%		
		XXX	0%										

---COMPETITIVE COMMENTS---

WAITING ON SHARES

Books	null
Demos	RA35+

--- CREDIT RISK ---

CASH IN ADVANCE

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☑ FEDERAL CANDIDATE ☐ STATE/LOCAL CANDIDATE

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:	Date:

I, NICHOLAS EVERHART/KEGAN BERAN/WHITNEY EVERSOLE,

being/on behalf of: LISA-WILSON FOLEY, a legally

qualified candidate of the REPUBLICAN political

party for the office of: UNITED STATES HOUSE OF REPRESENTATIVES

in the PRIMARY

election to be held on: AUGUST 14, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Total Charges:

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For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

LISA WILSON-FOLEY FOR CONGRESSPO BOX 1220 AVON, CT 06001

and you are authorized to announce the time as paid for by such person or entity.
I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

DAVE AUDIBERT

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

2/17/12
Date

Signature

To Be Signed By Station Representative

☐ **Accepted** ☐ **Accepted in Part** ☐ **Rejected**

Signature Printed Name Title

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CANDIDATE CERTIFICATION

In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:

I, NICK EVERHART
(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☑ **does** ☐ **does not**

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

☑ the **radio** programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.

☑ the **television** programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.

signature of candidate or authorized committee

NICK EVERHART
printed name

2/17/12
date

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AGREED UPON SCHEDULE

(TO BE FILLED IN ONLY IF STATION DOES NOT ACCEPT ALL OF CANDIDATE'S REQUEST)

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Total Charges:

AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:
(1) actual air time and charges for each spot;

(2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and

(3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

Note: Because the FCC requires that the political file contain the actual times the spots air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired.

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